

What is claimed is:

1. A bidirectional information service providing system comprised of an uplink and a downlink of a satellite communication network comprising:

5 a transmitting means for transmitting content information to a user by said downlink;

a receiving means for receiving a request signal from said user by said uplink in a predetermined time band; and

10 a control means for making said transmitting means transmit certain content information at a certain time in response to said request from the user received in said receiving means.

2. A bidirectional information service providing system as set forth in claim 1, wherein said content information is generated based on a moving picture signal.

3. A bidirectional information service providing system as set forth in claim 1, wherein said content information is generated based on a high quality music signal.

4. A bidirectional information service providing system as set forth in claim 1, wherein said transmitting means adds predetermined additional information to said content information for transmission.

5. A bidirectional information service providing system as set forth in claim 4, wherein said additional information is packet data generated according to a predetermined communication protocol.

5 6. A bidirectional information service providing system as set forth in claim 1, wherein said user transmits user information to a provider of said information service by said uplink.

7. A bidirectional information service providing system as set forth in claim 6, wherein said user information is packet data generated according to a predetermined communication protocol.

8. A bidirectional information service providing system as set forth in claim 1, wherein a provider of the information service informs said user of said predetermined time band of said receiving means in advance.

9. A bidirectional information service providing system as set forth in claim 1, wherein a provider of the information service provides certain service to said user based on an order transmitted by said uplink from said user.

10. A bidirectional information service providing system as set forth in claim 1, wherein a provider of the information service provides an ordered item to said user

based on an order transmitted by said uplink from said user.

11. An information service providing method in a bidirectional information service providing system

5 composed of an uplink and a downlink of a satellite communication network, comprising:

a step of transmitting content information to a user by said downlink;

a step of receiving a request signal from said user by said uplink in a predetermined time band; and

10 a step of transmitting certain content information at a certain time in response to said request from the user.

12. A information service providing method as set forth in claim 11, wherein a provider of the information service adds predetermined additional information to said content information to transmit it to said user.

13. A information service providing method as set forth in claim 12, wherein said additional information is packet data generated according to a predetermined communication protocol.

14. A information service providing method as set forth in claim 11, wherein said user transmits user information to a provider of said information service by said uplink.

15. A information service providing method as set forth in claim 14, wherein said user information is packet data generated according to a predetermined communication protocol.

5        16. A information service providing method as set forth in claim 14, wherein said user information is a request for transmission of certain content information.